

# This One Mistake Could Lose You 56% of Your Followers

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Social media has gone mainstream.

Everyone's using it. Grandmas, college students, mommy bloggers, brands - in fact, [89% of businesses](#) are creating content for social media.

That means that just trying doesn't count anymore. Everyone's trying – so to keep your audience's attention, you have to be fun, engaging and informative.

Consumers have a ton of things vying for their attention on social media, and across the internet. You're not just competing with the coffee shop around the corner or national retail chains; you're competing with their best friend from high school and that hilarious new viral video on YouTube.

## And if you're not competing, you're losing

1. 77% of people follow at LEAST one brand on social media (yay!)
2. 56% of people have UN-followed a brand for posting salesy or boring content (yikes!)

Think about the brands you like to follow. Not You-the-Social-Media-Manager-at-XYZ, Inc., but you the gal who occasionally skims Facebook on her phone in the bathroom (or is that just me?).

The brands that just post links to their products are no fun. The ones we like are the ones that go off script a bit. The ones that interact with their customers and direct us to fun things online. Those pages get a giggle and a like. The boring ones? They get unfollowed.

Still not convinced being boring is super risky? Consider this: **67% of people prefer to buy from a brand they follow on social media.**

Kinda raises the stakes a little, don't you think?

## So how do you avoid being boring on social media?

It's not as simple as just following [the ol' 80/20 rule](#). There are so many ways to engage people on social media (after all, you wouldn't engage someone in real life by spending 20% of your time summarizing your resume and 80% sending them pictures of teacup pigs), you'll be most successful if you combine as many of them as you can.

## 1. Share Other People's Content.

If you want to be less boring on social, it isn't just a matter of creating better content – it's a matter of sharing other content from around the web.

Because let's face it: no matter how interesting you are, so are other people! After all, even YOU get your news from somewhere, don't you?

Think of how much junk is floating around out there in Internet Land, and how much interesting stuff you'd never get to read if nobody recommended it to you. Curating quality content is hugely important – **when you curate good stuff, your readers will see you as a resource of valuable information, and that makes them want to stick with you.** Nothing boring about that.

## 2. Interact

Your customers EXPECT you to respond when they mention you on social media.

I'm not even talking about a direct question. I'm talking about somebody saying, like, "*I sure do love eating @DiGiornoPizza #omnomnom.*" How many people would expect that brand to respond?

70 percent? 90 percent?

**99% of people would expect a response.**

That means any mention you don't respond to is a real, live customer you're disappointing (And all their followers!). Just think about how much you hate being ignored, and don't do it to your customers.

**In fact, you don't even have to wait for them to start the dialogue.**

Ask questions of your followers. Solicit feedback and opinions (don't you love when brands actually listen to what you think?). Without that actual *interaction*, your brand's social media presence isn't that different from a magazine ad or a TV commercial – it's just kinda there. And that's boring. Plus, unlike a TV ad, it's easy to delete.

## 3. Show some personality

Look, if you [follow me on Twitter](#), it's no secret: I'm not 100% professional 100% of the time.



**Laura Roeder** @lkr · Jan 1

It's time to come clean - what's the biggest guilty pleasure on your Spotify or iTunes? (I'll admit it: I'm a total Taylor Swift devotee.)



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And the thing is, that's okay! A brand that doesn't show personality is bland. Have a little heart and soul! Have a sense of humor! It won't just help you keep your followers, either – [it'll make them want to actually share your content](#), which helps you grow.

#### **4. Follow who your followers follow**

Wanna give your followers more of the stuff they like? Quit assuming you know what that stuff is!

Sure, you can make some great educated guesses about what might interest them, but how do you KNOW?

Actually, one of the cool things about technology is that you can know. **Use Facebook's graph search function to see what your fans like.**

Jon Loomer wrote kind of the definitive guide to doing exactly what I'm suggesting, so seriously, [check this post out and do what he says](#). (Note: Not all Facebook users currently have access to graph search. If you want to see who else your followers have Liked on Facebook, [click here for instructions](#).)

**Then, use your Twitter analytics page to learn more about your followers on there.**

Remember when I showed you [how to use Twitter analytics](#)? You may recall that [inside your analytics](#), there's a tab called "Followers." Click that, and Twitter will tell you all about your followers' interests, along with the other profiles they most frequently follow in addition to yours.

That data is sitting and waiting for you, so go check it out! The better you know what gets (and keeps) your followers' interests, the more you can provide them with that sort of content.

#### **See? Not being boring isn't that hard**

Your followers want the same kinds of things you want – helpful information, humor, responses to their comments and occasional relevant information about your business (like when you're having a sale!)

When 89% of businesses have a social media presence, you want to be one of the businesses that are killing it. [I've shared my love](#) for the [DiGiorno's Twitter account](#) before, but what brands do YOU love to follow on social media because they're so UN-boring? Let me know in the comments so we can all check them out!